

**Notice of References Cited**

Application/Control No.

09/815,856

Applicant(s)/Patent Under  
Reexamination  
ZIMMERMAN, JOHN

Examiner

Hai Tran

Art Unit

2623

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
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**FOREIGN PATENT DOCUMENTS**

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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Mohan K. Menon, Celebrity Advertising: an assessment of its relative effectiveness. Woodside., Arch and J. Davenport, The Effect of Saleman Similarity and Expertise on Consumer Purchasing Behavior, Journal of Marketing Research 11, (1974): 198-202.
	V	Lynn R. Kahle; Physical Attractiveness of the Celebrity Endorsor: A social adaptation Perspective; Journal of Consumer Research. Vol. 11. March 1985
	W	1991 AAA Proceeding Abstract - American Academic Advertising; see section "Sport Marketing: The use of Celebrity Advertising" (pp. 53-54, 1991) -David Shni and Dennis M. Sandler.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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